



*A Story Yet To Be Told*

## Visitors to Canada's Northern House Can Enter to Win a Northern Treasure

**Vancouver, BC (January 14, 2010)** --While Canada's Northern House (602 West Hastings Street, Vancouver) has been designed to be a sensory feast of the wonders that make up Canada's North, Yukon, Northwest Territories and Nunavut have also created a way for visitors to have the chance to win a piece of Canada's North to take home.

From February 1 - 28<sup>th</sup>, kiosks will be set up within Canada's Northern House where visitors may enter to win spectacular and symbolic prizes that speak to some of the individual territory's most significant investment and cultural experiences.

The promise of gold once drove enough people to the Yukon to make it one of the most populated areas in Canada in the late 1800's. The Yukon Government is hoping the promise of gold - specifically a 3.8 Troy oz. gold nugget valued at approximately CAN\$9,000, will drive people to Canada Northern House to enter to win. The Yukon is still home to a flourishing mineral industry that has been the foundation of the territory's private-sector economy.

As the diamond capital of North America, Yellowknife, NWT has donated a CAN\$8,000, .59 oz **Government Certified Canadian Diamond™**. The 1991 discovery of diamonds in the Northwest Territories created the largest staking rush in Canadian history and the Northwest Territories' diamond mines have provided over 16,000 person years of employment and have surpassed \$5 billion in investment with northern and aboriginal businesses.

Visitors to Canada's Northern House can enter to win what is known as the *Polar Bear Diamond™*. The original rough diamond weighed 1.31 carats and it was transformed (cut and polished) on August 27, 2009. The diamond has been engraved with a unique number and has a matching certificate of authenticity.

Nunavut has one of the most artistic populations in the world, with almost 30 per cent of the population involved in the production of traditional Inuit art. One lucky winner will receive a beautiful tapestry entitled QAQQILUTUK (CAMP SITE). Valued at approximately CAN\$5000, the tapestry was created in 1995 by artists Malaya Akulukjuk and Anna Etuangat. It is donated by The Uqqurmiut Centre for Arts and Crafts, an Inuit arts facility conceived and constructed in 1989 to serve the Inuit artists and community of Pangnirtung on Baffin Island. Unique to Pangnirtung are the world

renowned hand woven tapestries created in the Tapestry Studio of the Uqqurmiut Centre, which have been exhibited and sold in fine art galleries since 1973.

Pangnirtung is situated on a deep fiord that cuts through the mountain peaks of the Penny Ice cap from Cumberland Sound to Auyuittuq National Park. Visitors come to hike and camp in the park, to cross over the Arctic Circle, sight-see by boat on Cumberland Sound and to buy some of the finest arts and crafts to be found in Canada's Arctic.

There will no doubt be hundreds of memories for spectators and visitors to take home from the Vancouver 2010 Winter Olympics. Canada's North believes these special northern prizes will further inspire people to visit and experience first hand the magic and creativity of northern Canada.

More information on the Canada's North contest can be found at [www.canadasnorth.com](http://www.canadasnorth.com) .

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